by the first user, of the first electronic message; and

automatically executing the application program of the first electronic message after the initialization thereof.

4.   (once amended)   The method as set forth in claim 1, wherein the initialization of the application program includes retrieving code from a server over the network.

5.   (once amended)   The method as set forth in claim 1, wherein the execution of the application program includes a functionality based on a text included with the first electronic message.

6.   (once amended)   The method as set forth in claim 1, wherein the execution of the application program includes the display of streaming video over the network.

10.   (once amended)   The method as set forth in claim 1, wherein the execution of the application program includes automatically linking to a site on the network upon selection of an indicia.

11.   (once amended)   The method as set forth in claim 1, wherein the execution of the application program includes the ability to send a second electronic message over the network.

12.   (once amended)   The method as set forth in claim 1, wherein the execution of the application program produces at least one of a pictorial, graphic, animated, video and audio display.

15.   (once amended)   A computer program embodied on a computer readable

medium for executing an application program associated with an electronic message, comprising:

a first code segment at least partially within an electronic message for initializing at least one application program after the electronic message is received over a network and is selected by a user, wherein the application program is received, at least in part, over the network after the receipt of the electronic message and as the result of the selection by the user of the electronic message; and

a second code segment automatically executing the application program of the electronic message after the initialization thereof.

16.   (once amended)   An electronic message comprising:

a data object including text that had been received over a network and stored on a computer having an electronic mail program; and

an application program object initialized at least in part, by being received, at least in part, over the network after the receipt of the data object, the application program object being automatically executed on the computer after the initialization thereof.

Please add the following claims:

17.(new)   An electronic message as recited in claim 16 wherein the application program object develops at least one of a pictorial, graphic, animated, video and audio display.

18.(new)   An electronic message as recited in claim 17 wherein the at least one of the pictorial, graphic, animated, video and audio display is streamed to the application program over the network.

19. (new)   A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 15 wherein the first code segment and the second code segment reside, at least in part, in a browser software.

20. (new)   A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 19 wherein the browser software includes the functionality of running a Java applet.

21.(new)   A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 20 wherein the application program develops at least one of a pictorial, graphic, animated, video and audio display.

22.(new)   A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 21 wherein the at least one of the pictorial, graphic, animated, video and audio display is streamed to the application program over the network.